

ABSTRACT

Systems for providing content to multiple users are described, where the systems identify individual content elements within the content, and provide a discussion forum
5 linked to each of the content elements. As one of the users views the content and associated content elements, the user has the option of selecting a particular content element, so as to interact with its associated discussion forum. Thus, multiple users may become viewers or members of a particular discussion forum. The content element associated with a given discussion forum may be included in various pieces of content within the system, such as in
10 multiple articles or email messages. However, users viewing the content elements in any particular setting are all directed to the common discussion forum. In this way, users interested in a particular topic are brought together in a convenient way, without much action required by the users.

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